

Kentucky Made Vehicles for Kentucky People at Wholesale Factory Prices



Read What Customers Say

James E. Gray, Waterford, Ky., says: "My buggy arrived in Waterford safely and without being damaged in shipment. Now, I want to tell you I am well pleased with it. I am sure I could have purchased no such buggy of any other firm or factory for a price so reasonable. It is not only well made and stylish, but is a very comfortable one and there is no doubt in my mind but that it will prove to be what it is guaranteed to be. All of the neighbors and friends to whom I have shown the buggy agree with me that it is the greatest bargain, and I expect it will only be a short time until you will have some orders from this part of the country. I am going to do my best to advertise your splendid buggy, for I feel that you have proven a friend to me by sending such a buggy, therefore I shall encourage and make as many sales as possible to show my appreciation."

T. C. Williams, McDonald, Tenn., writes: "I received my buggy all O. K. and find it is a dandy one and everyone who has looked at it has passed a compliment on it. It is a well-built vehicle and I am well pleased with it. I hope that I may be the cause of your selling more in this country."

Edward Thornton, Fox Chase, Philadelphia, Pa., says: "I find my buggy runs up to every feature you claim for it. It is very comfortable. I have ridden 20 miles at a time with no fatigue. I was somewhat pessimistic and inclined to take some of your strong assertions with precaution, not having purchased many goods from advertisements. From your manly, straight-forward-shoulder correspondence, I was persuaded to send my order. I am fully convinced your method of doing business has been the secret of your success, and when next in the market for a carriage the order is sure to go to you."

A. F. Carpenter, Wolltown, Va., writes: "I received my buggy the first of September. Since that time have given it a thorough road test and I find it exactly as you represented it to me. I am perfectly satisfied with it in every respect—in fact, I have seen none that equals it for a much higher price, and I feel I have value received for every cent of my investment."

Edgar M. Hunt, Sanders, Ky., writes: "I like my buggy and harness fine. I like it better than any buggy I ever saw. Several people who have seen my buggy talk like they would order a buggy from you in the spring. You can see my name in advertising if you wish to do so. Please send Mr. H. M. Davis a catalog of your buggies, as he asked me to write you for one."

Sam M. M. D., Greenwood, S. C., writes: "We are more than pleased with the buggy you shipped us the first of June, and now it is December, 1914, and every one who sees it wants to know where we got it. We have had a good many to ask how much we paid for it and they seem to be more than surprised at the price paid for such a pretty buggy. A friend brought a new buggy after we got ours and paid \$115.00 for it without harness. When we get ready for another new buggy we will not think of buying from anyone but you. I am sending you names of friends. I do hope you will be able to sell each a new buggy."

Marion A. Whisler, Jamestown, Ind., says: "Buggy and set of driving harness received the 17th. Am well satisfied with both and must say that the harness and buggy are certainly made with great care, both workmanship and selection of material. I would like for your painter to send me some brown paint, just a very small amount to apply to a few places I notice have been marked by shipping. Any time I can be the cause of an order being sent you by my friends, I will consider I have helped both them and yourself."

Lawrence Melugin, P. F. D. No. 1, Reeds, Mo., writes: "I am mailing you a picture of myself, horse and buggy which I bought from you some time ago. It isn't a very good picture, but maybe it will give you an idea. You never mind what the picture cost for I think you have done me enough favors and gave me such a good bargain on that rig that the picture shall not cost you anything. I am not in the habit of bragging on anyone, but I will when it is worth while."



Our Large Factory With Annual Capacity of 20,000 Finished Vehicles.

Yes Sir: We save you all Agents', Dealers', Wholesalers' and Jobbers' profits and commissions—we don't have traveling salesmen to stop at expensive hotels, and travel around on high salaries. Our entire business is conducted by mail—we have eliminated every extra and unnecessary expense. We are giving the vehicle buyers of this county the greatest values ever known. We manufacture right here in our own large factory as high grade vehicles as it is possible to produce and sell them to you at the wholesale price and save you all the "rake-off" of the middlemen.

Here Is How Our Plan Hits the Middleman

We have sold hundreds of thousands of dollars' worth of vehicles and harness direct from factory to consumer, and every sale has been a clean-cut straight-from-the-shoulder SMASH between the eyes of some "middleman." We are sorry for this—we regret that our pathway to success should be strewn with wrecked hopes and thwarted ambitions of those who have tried in vain to hold us back. Personally we have nothing against dealers, agents, jobbers, mail order catalog houses and other middlemen, who seek to gather two or three profits, where we are satisfied with one—we are really sorry for them, because they are doing business in the wrong way. A vehicle or set of harness is never worth more than the factory price, and because we save you all the expense and profits of the middlemen, they should not grow peevish and throw things at Bohon, for neither I nor my customers and friends are to blame—it is simply the law of supply and demand at work. Folks will buy where they can get the most for their money. That's the whole matter in a nutshell. Our plan hits the middleman, because the vehicle users of this country have made up their mind to do business on the straight line from factory to user, rather than on the zig-zag line from maker through traveling salesmen, jobbers, dealers, agents or catalog supply houses to user. Is there a reason?

You must either buy directly or indirectly—you must either pay three profits or one profit on your vehicles and harness. When a dealer buys a vehicle, he buys indirectly and absolutely must pay two or more profits before he takes the vehicle from the crate. Now, if you buy of a dealer, you must not only pay these two or three profits, but in addition, you must pay the dealer's profit and also his selling expense extra—four profits in all. When you buy of us, you buy directly—you pay one small profit. Our price to you is less than dealers can buy vehicles for spot cash in carload lots. Don't let the price-boosting middleman throw dust in your eyes—find out for yourself—get the facts, then decide. If you do this, you will surely buy of Bohon and save agents', dealers', jobbers' and salesmen's commission.

Thirty Days Free Road Trial

Life Long Guarantee Backed by Our \$30,000 Bank Bond

Every Bohon vehicle is sold on a thirty days' free road trial. We want you to try it as your own—submit to any test and then decide whether you want to keep it. Compare it closely point for point with other vehicles in your neighborhood, either in use or offered for sale, and if you are not fully convinced that we have furnished you the best made, the handsomest finished, the easiest riding and the lightest running buggy ever saw, and if you do not think that by dealing direct with our factory you have saved at least \$25.00 to \$40.00—if in fact, for any reason you are not perfectly satisfied, and if the vehicle is not exactly as represented and in strict accordance with our claims—we will take it back and stand all the loss. If after the trial you keep it—as we know you will—you are absolutely protected against any loss or trouble resulting from defective material or workmanship—for if ever at any time—it matters not when, whether one, two, three, five or ten years—any piece or part proves imperfect, we will replace or repair it free of charge. As an absolute protection to you, under this guarantee, we have deposited with the Mercantile National Bank of this city, our legal binding bond for \$30,000, and if we ever make a claim under the guarantee that we did not carry out, we can be made to forfeit this bond. Just stop and think what this means to buy a vehicle under a life-long, unlimited guarantee, backed by a bank bond. If we did not make as fine vehicles as it is possible to produce—how could we make such an offer?

OUR LARGE MODERN FACTORY

Our large, modern factory is just as up-to-date as any in the United States. We have every facility for manufacturing high-grade vehicles at the lowest cost of production. Please don't confuse our factory with some of the small repair shops here in Central Kentucky that possibly assemble one hundred vehicles in the course of a year, for we manufacture them by the thousands and sell them all over the United States, as well as in many foreign countries. We have every new labor-saving machine, every practical arrangement known. We have here as fine a collection of vehicle builders as was ever gotten together by any firm anywhere. They are men of

experience and ability, clean, moral and conscientious—they are men who like their work. Visit our office and factory if you can, and see for yourself how Bohon vehicles are made. Our factory is of personal and vital interest to you and every other vehicle user who wants to know the facts about why and how Bohon makes the best style vehicles, maintains the very highest quality and undersells the world. If every vehicle user in Kentucky really knew the truth and facts about the wonderful values we give—in spite of our already tremendous business—we would have to increase our factory, at least ten to fifteen times in order to supply the demand.

Come to See Us -- Visit Us at Our Factory

Why not make us a visit? Come to Harrodsburg and see for yourself—look our factory over. Examine the high-grade material we use—go through our model factory from end to end and see our vast force of high-class skilled mechanics turning out as fine vehicles as are being made in the world. If you can't come, send a postal today for our large free catalog. Without doubt it is the finest book on vehicles ever issued, and we want you to have a copy. It shows views of construction and our superior equipment—it shows in colors how our vehicles are painted and upholstered and has more styles than you will find in twenty dealers' stores. Here is a picture of the cover of this catalog.

It is the most elaborate vehicle and harness catalog ever published—it is a regular vehicle and harness encyclopedia. A postal card with your name on it will bring you this book by return mail with all postage paid.

Send Postal Today for Big FREE Catalog

Some people are pretty hard to convince, especially when they don't want to be. Like the old backwoodsman on his first visit to the circus for instance. He walked cautiously around the grizzly, looked the tall fellow up one side and down the other for about five minutes; then shifted his quid from one side of his mouth to the other, took off his glasses, wiped them carefully, and turning to the attendant said: "Huh! There Ain't No Such Animal!"

That old fellow reminds me of the people who say "Bohon has no factory; Bohon's vehicles lack quality; made to sell, not to wear, etc."

The only difference is that the old backwoodsman was trying to deceive himself—he honestly thought his eyes were playing tricks—while the fellow who says "Bohon does not make the highest grade vehicles in his own factory right here in Harrodsburg," is trying for a selfish purpose to deceive you.

Don't let the dealer, agent or middleman throw dust in your eyes. Get the FACTS—know for yourself, for any agent or dealer that tells you that we do not manufacture our vehicles right here in our own factory—does so in order to sell you a vehicle and pocket a big profit. We have here a factory equal in equipment to any vehicle factory in the United States—BAR NONE.



Our Large 180 Page Catalog Shows More Vehicle Styles Than You Can Find in 20 Dealers' Stores



This Catalog is Free For the Asking.

THE D. T. BOHON COMPANY, Harrodsburg, Ky.